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## MEASUREMENT OF SUPERMARKET SERVICE QUALITY BY APPLYING SIMPLE CONTENT ANALYSIS ON TWEETS

Rahadian Anandianto and Budi Permadi Iskandar  
School of Business and Management  
Institut Teknologi Bandung, Indonesia  
[rahadian.n@sbm-itb.ac.id](mailto:rahadian.n@sbm-itb.ac.id)

**Abstract**— *Competition in the retail industry means that any company trying to attract consumers to buy products in stores with the attention to the retail marketing mix. In addition to competitive factors, the number of consumer and public complaints about retail marketing mix noted for improve quality of care. Social media as a two-way communication between a brand with consumers and public is the right analysis tool for use to understanding it. So, the purpose of this study was to evaluate the retail services in Bandung by using criteria based on service marketing mix of consumer and public opinion through social media. To understand of complaints, researcher use content analysis to identification the needs of consumer through sentiment. As a new tool analysis, Twitter can be used to explore service quality of retail. The main analysis is see the advantages and disadvantages of marketing mix in serving consumer through the division between the marketing mix with a number of conversations for each sentiment. The smaller the value indicates the most important marketing mix for repair. After run the analysis, the general weaknesses of retail are price, process, and people. All weaknesses in each retail must consider for management to increase satisfaction and loyalty of consumers.*

**Keywords:** *marketing mix, retail service, content analysis, Twitter, conversation*

### I. INTRODUCTION

Competition in the retail industry means that any company trying to attract consumers to buy products in stores. Marketing mix approach is needed to improve the quality of retail services to consumers. With an increase in the quality of the service, then the expected incidence of satisfaction and loyalty felt by consumers. To find out the expectations of consumers in the quality

of services provided by retail, required management skills in studying and understanding the consumer. With these activities, then there is a relationship between retailers and consumers to facilitate the identification of things that are expected by consumer and public to further the decision taken by the management. Therefore, this activity is the main focus of retail companies to be able to provide the best service to their consumers. One effective way to see that hope is through the internet. One function of internet which is very rapid growth is social media. Social media helps people to communicate, exchange opinions, and transmit information among their peers, relatives, siblings or even a previously unknown. Given the social media community needs to interact do not have a limit of space and time. Some social media are well known in Indonesia, namely Facebook, Twitter, YouTube, Linked In, MySpace and many others.

The numbers of retail establishments in Bandung affect the level of competition that led to the increasing importance of consumer satisfaction. In addition to competitive factors, the number of consumer and public complaints about retail marketing mix noted for improve quality of care. Consumer satisfaction depends on the company's performance in delivering value to consumers. Attribute value is created through the company's retail marketing so that it can be an element of the stimuli to influence consumer purchases. Stimuli are a form of physical or verbal communication that can influence consumer behavior. Forms of stimuli that can affect the consumer and retail companies

are controlled by the marketing stimuli through the elements of service marketing mix strategy. Internet, particularly social media, as a two-way communication between a brand with consumers and public, is the right analysis tool for use in understanding it. Companies in social media should be able to move horizontally which means it can establish good relations with consumers.

Given these business issues, the purpose of this study was to evaluate the retail services in Bandung by using criteria based on service marketing mix of consumer and public opinion through social media. The evaluation aims to meet the expectations of consumers and public on the quality of service that can be input to management companies improve customer satisfaction and loyalty. One way to do this evaluation is through social media, namely Twitter. It aims to obtain information that is not limited as a result of the opinions of the users of Twitter on the retailer. Therefore, the information provided by the consumers and public via Twitter need to know to improve the quality of retail services based on public opinion. Public opinion viewed using a simple content analysis that is known to have the positive, negative, and neutral opinion.

Retails, which defined in this study, are hypermarket, supermarket, minimarket, and convenience store or large, medium, and mini scale of supermarket that is usually known by the public. Furthermore, these studies use the term of retail to don't make confuse that scale. Retail is analyzed in this study were all branches of hypermarkets, supermarkets, mini, and convenience store in Bandung.

## II. BUSINESS ISSUE EXPLORATION

This chapter discusses the theories, which are retail industry, consumer behavior, social media, and content analysis. The theory is the basis for evaluating the retail marketing mix through social media that can be used to find problems in every retail company.

### A. Conceptual Framework

The main issue of this study is the presence of complaints from consumers and public about retail services contained in social media. It is necessary to know because of complaints from

consumers and public can be input to the retail company's service strategy. The strategy is the implementation of the marketing mix based on consumer and public to become satisfied and loyal. To understand the complaint, researcher using content analysis that identified the needs of consumers and public about the retail marketing mix. Therefore, a basic framework of this theory in view of the marketing mix is most needed by consumers and public to increase satisfaction and loyalty.

Figure 1. Conceptual Frameworks

### B. Retail on Social Media

This section describes the steps to be taken in the implementation of the study, data collection, and analysis. Measures taken in implementation of the study (1) Identification of words relating to retail services through the marketing mix approach. The steps are literature review related to the services marketing mix so that it can be seen the words that frequently appear and a preliminary survey to fellow researchers are thinking about when they hear the marketing mix. (2) Using the help of MediaWave as agent who have expertise in the use of social media as a communication tool between the company and consumers. Thing to do is insert the words related to the marketing mix and retail companies to look at the opinion.

In addition, researcher also choose a word that is used with a tendency to have a positive sentiment, negative, and neutral so that detected the things talked about by consumers and public about retail marketing mix on Twitter. There are two ways to do, the Automatic Sentiment using the bag of words and manually. Parameter in Automatic Sentiment is the words contained in the archive MediaWave. Records these words is a collection of words of parameters collected

prior to the pre-research activities using digital tools that objective. If the message contained in the words listed in the list of positive/negative, then the message will be categorized according to the positive/negative. However, if the message does not have the words listed in the list of positive/negative then the message is categorized as neutral. In this study, the messages are not directly related to each company's retail marketing mix will be categorized neutral. (3) The data of this study is qualitative data on consumer and public opinion about retail services through social media. Opinion was divided into positive, negative, and neutral which is the result of analysis by agent and researcher.

Research uses purposive sampling because researcher has a strong reason to choose sample. The amount of data is a whole conversation going on Twitter in May 2012. This is done because it is considered, as normal time in discussing the retail services that can represent some of the other months. On the other hand, that month did not have special activities such as religious holidays and New Years Eve, when it can be appeared different service to consumer. In addition, by taking a whole conversation going on Twitter, researcher takes population that spoke of retail services for one month. (4) It aims to analyze the problems of retail services.

Some things you need to do are look at the number of opinions and conversations of a retail and retail influence in social media to find a retail position against competitors. In addition, there are three analyzes performed in this study. After that, the researcher proposes suggestions to retail in order to improve customer service oriented. For the validity, this research uses content validity because all indicator of marketing mix's concept completely used. Beside that, theory of marketing mix from Kotler can reach retail marketing objectives in the target market. On the other hand, this research uses reproductibility of reliability because May can represent the other month and have same perception of category sentiment from different people.

### C. Analysis of Business Situation

The picture below describes the position of the company against its competitors in order to see

the value of consumer and public opinion, the influence of a brand in social media, and the number of conversations that talk about the brand.

Carrefour is the brand with the largest number of opinion because it has the biggest Net Sentiment. With the high value of Net Sentiment means Carrefour is able to give a good perception of the service to consumers and society. In addition, Carrefour also has the greatest influence in social media because of the high value of Social Influence Measurement (SIM) Score. Such influence has meant that Carrefour has been able to use social media to evaluate candidates for service improvement. Circles express the percentage of consumers and the public about a particular brand. If seen from the figure, Carrefour is the brand with the largest percentage being discussed by consumers and society.

Figure 2. Social Media Equity for Hypermarket

For this type of supermarket, Hero has many advantages compared to its competitors because it has the greatest number of opinions, the influence of high in social media, and discussed by the high percentage of consumers and society. Net Sentiment high value means that the Hero gives a good perception of the consumer and public. While the SIM Score gives the sense that the opinions of consumers and public can provide a considerable influence on the service. Competitors are quite close to the Hero is Borma because it has many advantages, although not able to contest the existence of Hero in social media.

Figure 3. Social Media Equity for Supermarket

Alfamart is a minimarket with a better position than its competitors. It can be seen as Alfamart can give a good perception about services to consumers and public. In addition, the SIM Score of Alfamart has a high value means high impact consumer and public opinion about the service. Percentage Alfamart discussed in social media is also higher than its competitors because of the high value of Share of Voice is illustrated by the size of the circle.

Figure 4. Social Media Equity for Minimarket

### III. SOCIAL MEDIA ANALYSIS OF RETAIL INDUSTRY

This analysis is needed to see things that are the concern of consumers and public in assessing retail services.

#### A. Sentiment Analysis

Consumers and many people talk about positive things associated with the physical evidence from all types of retail. This is evident from the large number (48.8%) of positive sentiment about the physical evidence. Amount of physical evidence of positive sentiment has a tendency to

double compared to the product, which is the second largest of the marketing mix (23.2%).

One aspect of Lotte Mart which physical evidence discussed by the consumer and society is tactile. Lotte Mart has a cold temperature based on tweets of consumers and public. This can be seen from some of tweet, the "Dingin bgt disini (at Lotte Mart)", "Udah agak dingin ya skrg .... (@ Lotte Mart) " or "ACnya masih dingin .. ". The strategic location of parking availability is expected to attract consumers. Parking facilities is one of the advantages Griya because it has ample parking space. This can be seen from some of the tweets about the parking "ini termasuk salah satu Griya yg agak lega dan parkirannya agak luas. harga ekonomis utk barang kebutuhan se-hari2." or "Blanja murah tapi dalemnya sempit..parkir cukup lah..". Yomart has the highest number of positive sentiment for the physical evidence. Yomart have a large store space allocation in accordance with the function or situation, such as product functionality, ease of consumers, according to consumer tastes, and the unification of cool products.

Tweet stating that "Waaah hebaat:O iya de tembusnya didinya hohohoRT @shellanis: Apal yg sejajaran sama yomart yg gede itu kan km msk it..". Elements of physical evidence that consumers and public interest is architecture and supply of goods. The architecture in question is the interior, while the supply of goods related to the lifestyle of the target Circle-K. Some examples of tweets related to the physical evidence is "Lebih besar abis di renov ! Cool", "Sudah lama tak kesini, tempatnya makin enak aja", or "Habis berolahraga tentunya capek, haus&laper donk. Ayo.....mampir ke Circle-K, ada beragam minuman".

Amount of negative sentiment contained in social media is not mentioned so much. It is only seen in two of the marketing mix, namely product and the physical evidence. Beside that, only Carrefour, Hypermart, Hero, and Alfamart have a negative sentiment.

Giant is one type of retail that has the highest number of neutral sentiment in the product. As one of the hypermarket, Giants' target market is

consumers who have concern for the environment. Example of tweet is “Tas yang #GoGreen masih ada di Giant”. In addition, Giant also has a target market of consumers who have the pleasure of music. Example of tweet is “sambil nunggu kompetisi jam 8 malam nanti, Giant mau bagi2 fakta unik seputar Laruku dan Hyde. penasaran? Yuk segera merapat! ^^” or “min, tiketnya udah ada di tangan :D ada 3 tiket, berlaku untuk 3orang kan”. The highest percentage of neutral sentiment when compared to the total neutral sentiment for each retailer is the product of Setiabudi Market. One element to consider is your proximity to the location of the places that are of concern to consumers so that they can influence the products sold. Setiabudi Market has a location close to The Kiosk Food Market Setiabudi that can help in promoting their products as influenced by the kiosk. Tweet that explains are “ber –Surabi Notosuman riaa~(?? ?) (@The Kiosk Food Market Setiabudi)”, “Bakso Malang Cipaganti, Pempek Rama, Tahu Gejrot, Surabii~? ?) Kalaapp (@ The Kiosk Food Market Setiabudi)” or “Baso Tahu dan Iga Bakar...Yummy (@ The Kiosk Food Market Setiabudi)”. The highest percentage of neutral sentiment contained in the marketing mix is product of Indomaret. One of the things that need to be considered in the innovation is the target market. Indomaret is retail near housing thereby offering greater convenience to consumers. Ease is not just for the main product, but may also for complementary products. Some of the tweets related to the convenience offered by Indomaret, namely “bisa di graPARI, atau indomaret, atau isi dari t-cash.”, “Salut pada KAI. Skg, tiket kereta bisa dg mudah dibeli di Alfamar dan Indomaret di manapun. Keren!” or “Buat yang belum ke JAKCLOTH lebih baik beli tiket di indomaret daripada ngantri lama”. Circle-K has the highest number of neutral sentiment on the product marketing mix. The accuracy of a product can also be implemented in the surrounding environment that supports optimal product sales. It was owned by Circle-K in serving its customers for being able to provide a place to hangout for the target market. Tweet stating is “yg tak bisa dimengerti, kalo nongkrong di Circle K ato 7-11 itu keren, kenapa di depan Alfamart nggak? :D”.

## B. Marketing Mix on Social Media

This analysis is necessary to know the retail excellence in every marketing mix. Earned Media Share used to know percentage of each retailer in every marketing mix.

Consumers and public for the entire marketing mix have remembered product of Carrefour. Carrefour has the advantage of product in the form of electronic goods, especially DVDs that are not contained in another hypermarket. It can be seen on the number of tweets that recommends buying a certain DVD in Carrefour. Examples of the tweet are “Coba Discarra di Carrefour RT @agnelAB: ada yg tau gak toko yg jual DVD original the twilight saga ? dan

berapa harganya”, “Biasanya bnyk di carrefour RT @archy\_dicky ada yg pernah liat ga DVD tentang documentary Reptiles yg di jual atau rent? Info dong”, “di carrefour jg ada RT @TimHwangINA: Ada dongg,,coba cek discarra ”@GabbyTasma: @TimHwangINA kalo di toko2 musik ada gak min?:D” or “Electronic & Multimedia @Carrefour\_ID”.

The nature and behavior of people around the site may be the reason the consumer to shop. People are much discussed by the consumer and public in the Hero is the cashier. They discussed that the cashier of Hero is nimble enough to serve the consumer. This can be seen from some of the tweet, like “Beli bbrp lusin susu Ultra kotak 250ml di Hero Supermarket. Di kasir, puluhan susu kotak tsb di-package dalam dus Carlsberg. Haha.” or “Untung kasir gak antri ? ”.

Marketing mix that is often talked about by consumers and public is the location of Alfamart. In addition, Alfamart with the highest percentage rate for physical evidence of the marketing mix, namely 81.77%. Proximity to residential is the advantages of Alfamart compared to other retailers. It's become easier for consumers to shop for the daily needs. Examples of tweets that talk about it are “Abis ke alfamart baru depan rumah nemenin Jasmine belanja hih”, “Nitip saa.. ”@izzannisaaa: RTRTRTRT @adsaal: tiba2 pingin pentol sebelah alfamart” or “seneng juga kalo rumahnya deket alfamart wkw”.

## C. Retail Evaluation

Analyze each retailer is required to see the advantages and disadvantages of marketing mix in serving customers. This is important because it seems the things most needed to give satisfaction to retail customers. Methods used to see the advantages and disadvantages through the division between the marketing mix with a number of conversations for each sentiment. The smaller the value indicates the most important marketing mix for repair.

The main thing that needs to be fixed by Carrefour is price. Consumers and public consider the reputation of Carrefour's selling price is expensive. It is evident from the many responses on Twitter who does not mention the type of product including expensive category, so it can be said that all products are expensive in Carrefour. Some tweets which states are "Cuci mata cuci gudang kuras dompet with @Jessie\_PW" "Pembobolan dompett", "Cuci mata...cuci dompet...he..", "Tambah langsing dompet niy", "Ahahahaha..makanya jgn dibawa ke carrefour RT @dewidubi: Iyaa dompet langsung menipis loh ri ahahah -\_-", "Ngambil atm. Boros jg nih gw. :( or "Dsar boros..RT @faainun: over budget :( (@ Carrefour kiara condong)". The main thing that needs to be fixed by Giant is process. If viewed from an existing tweet, Giant serve as a reminder to consumers and public activities that aim to facilitate them. Some examples tweets are "Flossing pd gigi dgn kawat memakan waktu lebih lama. Gunakan dental floss yg gampang.lbh efektif & efisien. :)", "Mari istirahat biar besok bisa olahraga pagi Aheeeey! Selamat malam dan jangan lupa mimipiin mimin. Muah! :)))" or "DAFTAR BELANJA tetap mjd prioritas utk membuat Anda efektif dan efisien". Hypermart need to do an evaluation in the sector price. Special

attention to the prices guaranteed to generate an appropriate strategy in accordance with the operational costs incurred, quality of products and services promised, and reputation Hypermart. Market factors and competition is an important thing that affects pricing. Both of these can be seen from the surrounding environment so that it can be used as reference targets market. Beside that, the environment can be a driving force for price stability. Example tweet about Hypermart is "udah mahal g enak pula ==" mending KFC

aja deh :p RT @ekspresidatar: eh, di hypermart ada solaria, ya?". Lotte Mart has to do an evaluation of the sector price. Price is one of the marketing mix that is sensitive to the consumer. Therefore, setting the right price makes the consumer feel comfortable with the products offered. One of the products bought by consumers at Lotte Mart is daily need. Consumers argue that daily needs at Lotte Mart considered expensive. Some tweets which states that "Belanja SemBaKo Diskon'an.. yg klo d itung" tetep aja MAHAL..! :P", "Sembako semakin mahal saja... :( (@ Lotte Mart)", "Masi mahal itemnya (@ Lotte Mart)", or "Ternyata harga2 barang yg biasa gw beli bulanan lebih mahal disini. Ga jd aahh.... (@ Lotte Mart)".

The main thing that needs attention to improve the satisfaction of consumers Hero is price. One element of the price that needs to be considered is check the label. Consumers sometimes check the price listed on the product before being taken to the cashier to make sure. Some tweets which states are "Cari semir sepatu sama cek harga black label hahahaha" or "Check harga barang impor (quality check :p)". The promotion of Superindo aimed to communicate and promote the product to your target market. In addition, the promotion is an activity that affects the perceptions, attitudes, and behaviors of consumers to a retail store with all bids. It can be seen that there is negative sentiment that is not directly related to the products it sells but it has an influence on the product. Some of the tweet are "ANTAPANI macet PARAH ud hampir 1 jam di depan superindo ga maju2..(?!?)?" or "Tihh wow,,,menggeloraaa...RT @infobdg: 11:13-Foto Kebakaran Depan Superindo Kopo". Promotion conducted by Griya not been able to influence consumers to receive, purchase, and loyal to the products offered. Music event usually use Griya to promote their albums in several locations. This means Griya often used by music groups to conduct the promotion. Some of the tweet are "Buat tmn" di daerah taman kopo indah dn skitarnya jgn lupa dtng ke griya TKI 2 nanti mlm jm 7 jazz the night brg 234 n @Rubatoband see u :)", "Update jadwal aaahhh.... 22 Juni dcinamons di Borma Cinunuk - Bandung, 24 Juni di STAN Bintaro - Jakarta follow

@EPLduafa, 29 Juni di Griya Jatinango” “@Rubatoband live accoustic on Jazz the night dji sam soe magnum filter at griya taman kopo indah bandung, be there.” or “RT @UdHeKubz: Sabtu, 23Juni @bandKUBURAN jam 8.p.m di Griya TKI Kopo Yuk merapat! #JazzTheNight”. Consumer and public opinion that has deficiencies in terms Borma promotion. As one of the supermarket, Borma can do promotional activities with respect to the surrounding environment. This is evident from some of the tweets related to Borma, which are “Martabak kubang di sebelah borma antapani. Bumbu ga terasa, daging minim. Mahal. Martabak special 30k NOT RECOMMENDED”, “Nemu Sate Enak di jl sudirman.. Biasanya Nongkrong di dpn Borma Cijerah” or “enak, murah , juara bgt RT @Kuliner\_Bandung: Cilok Borma Setiabudi”. Marketing mix elements that need special attention by the Yogya is process. Yogya needs a process to satisfy its customers because of a tweet from consumers who are still complaining about the process. Queuing that occur at cashier is one of the many complaints by consumers. Some of the tweet are “Busyet,, salip2an antri di kasa ka salip 2 ibu2 euh ngantri atuh bu” or “belanja bahan pokok, kasir nya ngantri semua.. \*waiting”. Marketing mix that needs attention from Setiabudi Market is price. Setiabudi Market can do promotions with the environment that can influence perceptions, attitudes, and behavior of consumers with all the offerings. However, some tweet shows that the environment does not support Setiabudi Market to enhance the promotion. Some of the tweets are “Oiiaaaa?? Mahal ga ? (Pertanyaan anak kos) RT @zahirinaG: Beli di setiabudi market ay.. Enyaak :p” or “Bukan Mie Ayam Biasa. Harga mahal tp rasa awet di lidah! @ Mangkok Ayam Setiabudi Market”. The main thing that needs to be fixed by Alfamart is price. Consumers and public consider the reputation of Alfamart’s selling price is expensive. It is evident from the many responses on Twitter who does not mention the type of product including expensive category, so it can be said that all products are expensive in Alfamart. Example tweets are “Barang2 di Alfamart mahal banget --”, “Di indomart ada ga? Alfamart mahal sihRT @AldyRinaldy12: kawan 69 ~ kalo ada info apapun dari sekolah sms gua”, or “Alfamart

boss richer than Bakrie, Forbes reveals <http://t.co/AaOQjkkt> Jelas aja!! Harga barang2 alfamart jauh lbh mahal dr toko retail lain”. Affordability price is a major problem in Indomaret. Although Indomaret is offering complementary products, but sometimes not in accordance with the expectations of consumers. This can be seen from the consumer complaints about train ticket reservation is not satisfactory. Some tweets are showing dissatisfaction among other are “indomaret kreta bisnis mahal bisa bolak balik yg eko”, “Reservasi tiket online via Indomaret tu gak mutu, KAI push sales dgn distribusai naik 1000% tp gak nambah armada, jd low stock - high demand” or “Ini mas2 indomaret gmn sih. Yg satu bilang gbs beli tiket kai”. Marketing mix elements that need special attention by Yomart is (1) process. The marketing mix has the lowest value compared to the other that is equal to 0.078. The process covers all matters relating to the procedures and mechanisms Yomart to serve consumers that can be delivered as well. Yomart requires a process to satisfy its customers because of a tweet from consumers who are still complaining about the process. Consumers complained about discomfort Yomart as a resting place. Some of the tweets that show are “Nungguin bis lama bangeeeeet ich” or “istirahat dulu . menuju kediaman Dutu“.Consumers and public believe that the Circle-K has not been able to educate their employees to be able to work skillfully and swiftly help. Consumers and the public believe that the Circle-K did not cooperate with the police to conduct raids liquor so that they feel uncomfortable. Some of the tweets that describes, among other things “Isilop rese bgt RT @detikcom: Fasilitas Miras di Tempat Umum, Circle-K Digerebek Polisi”, “miras nya pasti diconvert jadi urin para polisi RT @infobdg: Satpol PP Sita 176 Botol Miras di Circle K Braga” or “Circle k jg RT @arief\_bulz: Udah kayak pom bensin sama warnet aja RT @Metro\_TV: Polisi Siaga 24 Jam Amankan Naskah UN”. With the respective ideologies of the service provided the employee is expected to affect the consumer in making a purchase.

#### IV. CONCLUSION AND IMPLEMENTATION PLAN

Hypermarket has three general weaknesses, which are price, process, and people.

Supermarket has four weaknesses (price, promotion, process, people). Minimarket has four weaknesses (price, process, promotion, people). Then, convenience store has four weaknesses (people, promotion, price, process). So, the general weaknesses of retail are price, process, and people. (1) Consumers and public consider the reputation of Carrefour's selling price is expensive. (2) Giant serves as a reminder to consumers and public activities that aim to facilitate them. (3) Market factors and competition of Hypermart is an important thing that affects pricing. Both of these can be seen from the surrounding environment so that it can be used as reference targets market. Beside that, the environment can be a driving force for price stability. (4) Consumers argue that daily needs at Lotte Mart considered expensive. (5) Consumers sometimes check the price listed on the product before being taken to the cashier to make sure. (6) The promotion is an activity that affects the perceptions, attitudes, and behaviors of consumers to Superindo with all bids. It can be seen that there is negative sentiment that is not directly related to the products it sells but it has an influence on the product. (7) Music event usually use Griya to promote their albums in several locations. This means Griya often used by music groups to conduct the promotion. (8) As one of the supermarket, Borma can do promotional activities with respect to the surrounding environment. (9) Yogya needs a process to satisfy its customers because of a tweet from consumers who are still complaining about the process. Queuing that occur at cashier is one of the many complaints by consumers. (10) Setiabudi Market can do promotions with the environment that can influence perceptions, attitudes, and behavior of consumers with all the offerings. However, some tweet shows that the environment does not support Setiabudi Market to enhance the promotion. (11) Consumers and public consider the reputation of Alfamart's selling price is expensive. It is evident from the many responses on Twitter who does not mention the type of product including expensive category, so it can be said that all products are expensive in Alfamart. (12) Indomaret is offering complementary products, but sometimes not in accordance with the expectations of consumers. This can be seen from the consumer complaints about train ticket reservation is not satisfactory. (13) Yomart requires a process to satisfy its customers because of a tweet from consumers

who are still complaining about the process. Consumers complained about discomfort Yomart as a resting place. (14) Consumers and the public believe that the Circle-K did not cooperate with the police to conduct raids liquor so that they feel uncomfortable.

The recommendations are: (1) Carrefour needs to improve the quality of its products, particularly of basic needs, so as to give satisfaction to the consumer. (2) Twitter can be used by Giant to communicate with consumers about the campaign is doing, so they can better understand the products. (3) Hypermart should look at the situation around to build retail. It

is important to see the similarity between the target markets Hypermart with their surroundings. (4) Lotte Mart provides consumers the best prices for basic needs, so as to be superior compared to its competitors. (5) Hero must prepared well of planogram that aims to reduce the error checking. (6) Superindo needs to pay attention of surroundings to set up shop, that it can be an attraction for people to shop through the promotion it was doing. (7) Griya can promote by utilizing the momentum going. In addition, Griya can also do promotions to the public by holding various events that often. (8) Borma needs to pay attention as a signal to society that there is a branch near Borma snack so that they can be used as promotional media. (9) Yogya needs to pay attention to the flow out of the consumers is going that does not happen stacking at the checkout. In addition, line payment of Yogya can be added if they need it. (10) Setiabudi Supermarkets need to pay attention to the surrounding shops to remain have the same target market that has its own characteristics. (11) Alfamart needs to improve the quality of its products, particularly of basic needs, so as to give satisfaction to the consumers. (12) Indomaret and PT. KAI need to improve the quality of train service and the booking process in accordance with the prices paid by consumers. (13) The addition of tables and chairs around Yomart or a snack can be an alternative to satisfy consumers who are at rest. (14) Circle-K needs to sort out the return of products that do not cause unrest in the community. Consumers and public opinion, especially the negative sentiment, will always appear in social media if retail management not to respond immediately. So,



retail management needs e-public relationship  
to handle opinion from consumers

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